This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A gum package having giveaway information comprising:

a body including a removable end wall that is designed to be removed from the gum package when properly used by the consumer; and

the removable end wall having an inner surface the entirety of which is only visible when the end wall is removed, the giveaway information being immediately and visible upon removal of the end wall and by viewing the inner surface.

Claim 2 (original): The package of Claim 1, wherein the body has a rectangular shape.

Claim 3 (original): The package of Claim 1, wherein the body includes a tab that attaches to a ribbon, the ribbon extending around the body, the ribbon tearing the body to remove the removable end wall.

Claim 4 (original): The package of Claim 1, wherein the body is constructed, at least in part, from a flexible foil.

Claim 5 (original): The package of Claim 1, wherein the giveaway information is adapted to inform the consumer whether or not the consumer has won a prize.

Claim 6 (original): The package of Claim 1, wherein the giveaway information includes information concerning an item selected from the group consisting of: a sweepstakes, a raffle, a contest, a coupon and a rebate.

Claim 7 (original): The package of Claim 1, wherein the giveaway information is printed on the inner surface of the removable end wall.

3

Claim 8 (original): The package of Claim 1, wherein the giveaway information is stamped onto an inner surface of the removable end wall of the body.

Claim 9 (original): The package of Claim 1, wherein the giveaway information is printed onto a separate insert that is located within an area defined by the removable end wall.

Claim 10 (original): The package of Claim 1, wherein the body houses a plurality of sticks of chewing gum.

Claim 11 (currently amended): A package having giveaway information for housing a confectionery product comprising:

a flexible body having inner surfaces defining an interior for housing products and having an end that is removable by a consumer grasping and pulling a member; and

giveaway information immediately visible by viewing an inner surface of the removable end.

Claim 12 (original): The package of Claim 11, wherein the member is a tab.

Claim 13 (original): The package of Claim 12, wherein the consumer is able to grasp the tab and tear a portion of the body to remove the end wall from the body.

Claim 14 (original): The package of Claim 11, wherein the giveaway information is printed onto the surface of the end wall.

Claim 15 (original): The package of Claim 11, wherein the body includes a portion that is constructed from a foil.

Claim 16 (original): The package of Claim 11, wherein the body has a rectangular shape.

Claim 17 (original): The package of Claim 11, wherein the giveaway information is located on a separate insert located at the removable end.

Claim 18 (currently amended): A method for providing giveaway information in a chewing gum package without destroying a body portion of the package for holding the gum, the method comprising the steps of:

providing a package including a removable end wall that is designed to be removed by the consumer when used properly; and

providing giveaway information on the removable end wall, the giveaway information only being viewable upon removal of the end wall; and

allowing the giveaway information to be immediately viewable without further manipulation of the removable end wall.

Claim 19 (original): The method of Claim 18, including the step of providing a tab for tearing the package to remove the removable end wall.

Claim 20 (original): The method of Claim 18, including the step of printing the giveaway information on an inner surface of the removable end wall.

Claim 21 (original): The method of Claim 18, including the step of stamping the giveaway information on an inner surface of the removable end wall.

Claim 22 (original): The method of Claim 18, including the step of providing the package in a rectangular shape.